



## GartenXXL's business with Intershop bears fruit

An especially fast rollout and solid customer orientation quickly turn an online garden supply store into an award-winning model for success

### About GartenXXL

*GartenXXL is a trademark of the Germany-based Tengelmann E-Stores GmbH and thus a subsidiary of the Tengelmann group, a company with over 100 years of retail experience.*

*While valuing its tradition highly, the group has never lost sight of innovation and future orientation. Over the decades, a mixture has been established that combines traditional leadership with innovative commerce trends.*

**Tengelmann E-Stores GmbH has been operating GartenXXL.de on Intershop's omni-channel commerce platform since 2013, and so far has nothing but good to report on balance.**

**In 2012, under the umbrella of its "e-stores", the company set up an e-commerce platform capable of handling multiple online shops at once. The complete IT landscape, logistics and product range form the common basis for all shops. The individual brands represent the pillars that build on this foundation, which saves both money and resources. The aim was to quickly launch competitive specialty shops on the market at low cost. For its shop software, the company relies on the standard Intershop technology. It has added several functions and interfaces in order to tailor the solution precisely to the individual design of GartenXXL, its first specialty shop. Taking its cue from the positive experiences with Plus.de, Tengelmann E-Stores GmbH is now expanding its successful work with Intershop in its GartenXXL venture.**

**Intershop meets complex technical requirements throughout**

**"When we designed the shop, we were able to draw on our e-commerce experience with Plus.de, which dates back more than 10 years,"** reports CEO Bastian Siebers. **"Even then, it went well beyond our expectations, which were high to begin with."** With a required time frame of just under 100 working days, the project was implemented in a very short space of

time. The shop now has more than 20,000 items from well-known brand names like Gardena, Fiskars, Bosch and Kettler. Buying is easy thanks to a wide selection of payment options including all popular payment methods such as purchase on account up to an order value of EUR 2,500, credit card, PayPal, direct debit, cash in advance, and the SOFORT transfer service. Sophisticated logistics processes and longtime partnerships with shippers and exporters make order processing fast and efficient, ensuring that even fragile goods like potted plants arrive quickly and safely at the buyer's address.





GARTENXXL ONLINE SHOP

## Customer orientation and a service mentality garner awards for the successful GartenXXL project

The broad range of services available from GartenXXL also helped the store off to a successful start in February 2013. While a toll-free advice hotline with product specialists from the purchasing team helps gardeners with advice, there is also an online magazine integrated directly into the shop with plenty of tips and helpful suggestions for designing the perfect yard or balcony garden. Services include an array of practical video guides – for example, on how to set up a recently purchased greenhouse – that provide answers to every possible customer question.

Accessible website design also makes it possible for the visually impaired to shop on GartenXXL. Low shipping costs round off the service package: Any order of EUR 20 or above is shipped free of charge. Even logistics are green – most of the packages are shipped in a CO2-neutral manner with the GoGreen service from Deutsche Post.

The exceptional service quality pays off for the company. The online dealer enjoys very high conversion rates and transaction values, and in 2014 was recognized for its shop by the Internet World Business industry magazine, which ranked it second in the category of “Best Online Pure Player”. Furthermore, in 2014 the German Institute for Service Quality ranked it first in the category of “Gardening Online Shops”.

**“Across the board, Intershop meets our complex requirements for a high-performing e-commerce solution,”** summarizes Jens Schürks, Head of Software Development at Tengelmann E-Stores GmbH. **“The Intershop platform proved to be a welcome revenue driver in the wake of our heavy investment in brand marketing campaigns.”**

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**Bastian Siebers**  
CEO, GartenXXL

## ABOUT INTERSHOP

**Intershop is the leading independent provider of innovative and comprehensive omni-channel commerce solutions.**

How do you achieve ambitious goals in times of change? All you need is a partner who can help make complexity simple.

Unlock your potential with the exciting possibilities of Intershop’s unrivaled technology and extensive market knowledge.

**For more information on our solutions and services, visit [www.intershop.com](http://www.intershop.com).**

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